

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Promoting awareness in a campaign mode for behavioural change among the stakeholders concerned, on important women and child issues during 2008-2010 starting from 14-11-2008.

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HIGHER EDUCATION (CE-I) DEPARTMENT

G.O.Rt.No. 333

Dated 27<sup>th</sup> April, 2009  
Read: -

G.O.Rt.No.379, Women Development, Child Welfare & Disabled Welfare (ICDS-A1) Department, dated 21-11-2008.

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ORDER: -

The Government in Women Development, Child Welfare & Disabled Welfare Department, through Government Order referred, has taken up awareness generation through campaign mode for behavioural change, to obtain significant outcomes relating to women and child health parameters.

2. The campaign was launched by the Chief Minister on 14-11-2008 being Children's Day. The concerns proposed to be taken up as part of the campaign include strengthening of Anganwadi Centres / improving access; care of pregnant women; post and neonatal care; care of children under 3 years; early child hood education; prevention and early detection of disabilities; empowerment of adolescent girls and awareness on social issues. The campaign includes home contacts through AWW's, ASHA workers and ANM's and other field level functionaries on one hand and community sensitization through IEC including addressing all post matric students.

3. Although, general awareness on many issues have increased considerably, there is need to carry certain critical messages to the doorstep of the stakeholders in a right manner, such that they are convinced to adopt good practices / behaviour change entailing improvement in the health and overall well being of families. This can be taken up effectively by active and Educated Groups. Hence, the Government have decided to enlist effective communicators either from among college staff or other departmental officers / NGOs to address the students of all post matric institutions i.e. Junior Colleges, Degree Colleges etc. For this purpose, separate handouts are being provided by Department of Women Development & Child Welfare to sensitize the students, to not only spread the messages in their own environment but also adopt and practice at appropriate times. This would result in student to family / peer group education and bring in required behavioural change in families.

4. Regional Joint Directors (RJDs) of Collegiate Education, Regional Joint Directors of Intermediate Education, Regional Joint Directors of Technical Education, Regional Inspection Officers, District Vocational Officers (Intermediate Education), the Heads of Principals of all Junior Colleges, Degree Colleges, Polytechnics and other Higher Educational Institutions shall extend necessary cooperation to facilitate distribution and reading out of the handouts to students either through

effective communicators in their respective institutions or by facilitating through communicators identified by Officers of W.D & C.W Department (Project Director, District Women and Child Development Agency, CDPOs) and thereby ensure dissemination of the key messages as communicated. They shall ensure active participation of the staff and students of the institutions to achieve the expected outcomes.

5. This G.O. can be accessed at <http://hed.ap.nic.in>.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

ASUTOSH MISHRA,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner of Collegiate Education, A.P., Hyderabad.  
The Commissioner of Intermediate Education, A.P., Hyderabad.  
The Commissioner of Technical Education, A.P., Hyderabad.  
All the Registrars of Universities.

Copy to: -

The Principal Secretary to Government, Women Development, Child Welfare & Disabled Welfare Department.  
The Director, Women Development, Child Welfare & Disabled Welfare Department, A.P., Hyderabad.  
The Regional Deputy Director (s) of Women Development, Child Welfare, Visakhapatnam, Eluru, Ongole, Warangal, Kurnool and Hyderabad.  
SF / SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER